

**A STUDY OF SEMIOTICS ON CONNOTATIVE MEANING
IN THE WORLD WIDE FUND FOR NATURE (WWF) ADVERTISING
CAMPAIGN ON CLIMATE CHANGES**

THESIS

**BY
AJENG RATNA PUSPITA
NIM 105110100111011**



**STUDY PROGRAM IN ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURES
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2014**

ABSTRACT

Ratna Puspita, Ajeng. 2014. **A Study of Semiotics On Connotative Meaning In The World Wide Fund For Nature (WWF) Advertising Campaign On Climate Changes.** Study Program in English, Department of Languages and Literatures, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Indah Winarni. Co-Supervisor: Didik Hartono.

Keywords: Semiotics, Connotative Meaning, WWF, Advertising, Climate Changes.

World Wide Fund for Nature (WWF) is one of the world's largest conservation organizations established in more than 100 countries. WWF has more than 100 advertisements that aim to invite the community in protecting and preserving the environment and habitat. One themes from the advertisements is about climate change. Their advertisement usually uses an interesting images and utterances that have meanings inside it. In this study, the researcher analyzed these images and utterances based on the theory that it used. Furthermore, the researcher proposed two problems of the study, (1) What the signifier and signified found in the WWF advertisement campaign published under climate changes are (2) What the connotation meaning found in the WWF advertisement campaign published under climate changes is.

This study uses a qualitative approach to uncover the occurrence in document analysis. The researcher applies the theory of Ferdinand de Saussure (quoted from Chandler, 2007, p.14) which divides the model of the sign into signifier and signified. The researcher also uses the theory of Roland Barthes (quoted in Chandler, 2007, p.137) which describe that in semiotics, denotation and connotation are terms that describe the relationship between the signified and the signifier.

The study results shows that advertisement from the World Wide Fund for Nature (WWF) has signifier and signified differently in each advertisement. However, WWF has the same goal in making these advertisements that persuade people to concerned more about environmental issues and their habitats such as over fishing, global warming, illegal logging, and save animals from extinction.

The researcher suggests the next researchers who want to do the same research and theory use a different research subject participant. In the next studies, other researchers may be able to use movie, novels, brand products, or television advertising as the subject.

ABSTRAK

Ratna Puspita, Ajeng. 2014. **A Study of Semiotics On Connotative Meaning In The World Wide Fund For Nature (WWF) Advertising Campaign Under Climate Changes**. Program Studi Sastra Inggris, Departemen Bahasa dan Sastra. Fakultas Ilmu Budaya, Universitas Brawijaya. Pemimbing (I): Indah Winarni. Pembimbing (II): Didik Hartono.

Kata Kunci: Semiotik, Makna Konotatif, WWF, Iklan, Perubahan Iklim.

World Wide Fund for Nature (WWF) adalah salah satu organisasi konservasi terbesar di dunia yang didirikan di lebih dari 100 negara. WWF memiliki lebih dari 100 iklan yang bertujuan untuk mengajak masyarakat dalam menjaga dan melestarikan lingkungan dan habitatnya. Salah satu tema dari iklannya adalah mengenai perubahan iklim. Iklan mereka biasanya menggunakan gambar-gambar dan kalimat-kalimat yang memiliki pesan didalamnya. Di dalam studi ini, peneliti menganalisis gambar-gambar dan kalimat-kalimat yang ada di dalam iklan menggunakan teori yang akan digunakan. Selanjutnya, peneliti mengajukan dua permasalahan penelitian yaitu (1) apakah petanda dan penanda yang ditemukan didalam iklan kampanye World Wide Fund for Nature (WWF) dengan tema perubahan iklim (2) apakah makna konotatif yang ditemukan didalam iklan kampanye World Wide Fund for Nature (WWF) dengan tema perubahan iklim.

Studi ini menggunakan pendekatan kualitatif untuk mengungkap kejadian dalam analisis dokumen. Peneliti juga menggunakan teori dari Ferdinand de Saussure (dikutip dari Chandler, 2007, hal.14) yang membagi model dari tanda menjadi 2 yaitu signifier dan signified. Dan juga teori dari Roland Barthes (dikutip dari Chandler, 2007, hal.137) yang mendeskripsikan bahwa dalam semiotika, denotasi dan konotasi adalah istilah yang menggambarkan hubungan antara petanda dan penanda.

Hasil studi menunjukkan bahwa iklan dari World Wide Fund for Nature (WWF) memiliki petanda dan penanda yang berbeda-beda disetiap iklannya. Namun, mereka memiliki tujuan yang sama dalam membuat iklan tersebut yaitu mengajak masyarakat untuk lebih peduli mengenai isu-isu lingkungan dan habitatnya seperti menangkap ikan secara berlebihan, pemanasan global, penebangan hutan liar, dan menjaga binatang dari kepunahan.

Peneliti menyarankan kepada peneliti selanjutnya yang ingin melakukan penelitian yang sama untuk menggunakan teori dan subjek yang berbeda. Dalam penelitian selanjutnya, peneliti lain mungkin dapat menggunakan film, novel, merek produk, iklan televisi sebagai subjeknya.

REFERENCES

- Allen, Graham. (2003). *Roland Barthes*. New York: Routledge
- Anindya, Widya .D. (2013). *A Semiotics analysis of the Signs and Codes on the Novel Covers of Tetralogi Laskar Pelangi by Andrea Hirata*. Malang: Universitas Brawijaya
- Ary et all. (2002). *Introduction to research in education*. USA: Wadsworth Group
- Barthes, Roland. (1964). *Element of semiology*. Hill and Wang
- Budiman, Kris. (2011). *Semiotika visual: konsep isu dan problem ikonitas*. Yogyakarta: Jelasutra
- Chandler, Daniel. (2007). *Semiotics the basics*. New York: Routledge
- Coloribus. (2004). *Creative advertising archive*. Retrieved on April 26th, 2014; 14.50, from <http://www.coloribus.com/advertisers/world-wide-fund-for-nature-6352655/>
- Coloribus. (2004). *WWF: "Arctic 2024" Print Ad by Miami Ad School*. Retrieved on April 26, 2014; 14.50, from <http://www.coloribus.com/adsarchive/prints/wwf-arctic-2024-17953105/>
- Curtis, Dr. Anthony. (2013). *What is advertising?*. Retrieved on November 17th, 2013; 15.38, From <http://www2.uncp.edu/home/acurtis/Courses/ResourcesForCourses/Advertising/AdvertisingWhatIsIt.html>
- Goddard, Angela. (1998). *The language of advertising*. New York: Routledge

Johansen, Jorgen Dines & Larsen, Svend Erik. (2002). *Signs in use. an introduction to semiotics*. London: Routledge

Laksono, Gigih .B. (2012). *A semiotics study on the effectiveness of codes in benny rachmadi's opinion cartoons compiled in dari presiden ke presiden*. Malang: Universitas Brawijaya

Nusa, Okto .D.T. (2011). *Analisis semiotika makna pesan iklan air minum dalam kemasan aqua versi "sumber air su dekat" di media televisi*. Yogyakarta: Universitas Pembangunan Nasional "Veteran"

NOAA National Weather Service. (2007). *Climate change*. Retrieved on January 2, 2014; 10.34, from <http://www.ncdc.noaa.gov/oa/climate/globalwarming.html>

Martin, Bronwen, and Ringham, Felizitas. (2000). *Dictionary of semiotics*. Great Britain: Biddies Ltd.

Pael, Kiran. (2013). *Roland Barthes theory of Connotation and Denotation*. Retrieved on January 20, 2014; 21.07, from <http://prezi.com/h34k0hgddagy/roland-barthes-theory-of-connotation-and-denotation/>

Robinson, Andrew. (2011). *An A to Z of Theory Roland Barthes and Semiotics*. Retrieved on January 20, 2014; 20.36, from <http://ceasefiremagazine.co.uk/in-theory-barthes-1/>

Sebeok, Thomas A. (2001). *Signs: An introduction to semiotics*. Canada : Toronto Buffalo London

World Wide Fund for Nature. (2014). *When you change the climate you change everything*. Retrieved December 25th, 2013; 14.26. from <http://wwf.panda.org/>

World Wide Fund for Nature. (2014). About us. Retrieved June 5, 2014; 12.18, from <http://www.worldwildlife.org/about>

World Wide Fund for Nature Indonesia. (2014). *Who we are*. Retrieved December 25th, 2013; 14.26. from <http://www.wwf.or.id/>